



TIMBERLINE real estate ventures

# Alexandria's **Eisenhower District**

"the economic engine of Alexandria"

OFFICE	existing 6,500,00 sf // in the pipeline 1,250,000+ sf
RETAIL	existing 1,300,000 sf // in the pipeline 340,000 sf
RESIDENTS	existing 4,500 units // in the pipeline 4,500+ units
METRO STOPS	eisenhower // weekday average ridership 1,345











### RETAIL SITE PLAN



- Leased
- Residential Lobby
- Hall/Common Area
- Back of House
- Loading Route



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## **KEY FACTS**

207,594

Population





Average Household Size



Median Household Income

### **EDUCATION**





9.9%

Some College No Degree

67.7% Bachelor's/Grad/Prof Degree



### **π** 12-minute WALK TIME **TAPESTRY SEGMENTS KEY FACTS EDUCATION** 6,056 Laptops and Lattes



Metro Renters

235 households



Population

Average Household Size



Median Age



Income



9.9%

Some College No Degree



80.1%

Bachelor's/Grad/Prof Degree

## **TAPESTRY SEGMENTS\***



Laptops and Lattes 23,612 households

25.7% of Households



Metro Renters 8,463 households 9.2% of Households

Enterprising Professionals 13,001 households

14.2% of Households

\* THESE RESULTS ARE BASED OF 12 MINUTE DRIVE TIME FROM THE SITE.



92.5% of Households

7.5% of Households



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# NEIGHBORHOOD PROFILE 2025 and 2030 ESRI Forecasts. Converted Census 2000 data into 2010 geography Lat/Lon: 38.80256/-77.07205

NEIGHDUNI				Lat/Lon: 38.80256/-77.07205					-				1 MILES	3 MILE S	5 MILES
	1 MILES	3 MILE S	5 MILES		1 MILES	3 MILE S	5 MILES		1 MILES	3 MILE S	5 MILES	2025 EMPLOYED POPULATION	16+ BY OCCUF	PATION	
POPULATION SUMMARY				2025 POPULATION 15+ BY MA				2025 HOUSEHOLDS BY INCOM				White Collar	85.6%	80.0%	72.8%
2000 Total Population	18,953	138,006	411,975	Total Population 15+	25,363	152,665	413,965	<\$15,000	3.2%	4.4%	6.2%	Management/Business/Financial	33.2%	31.3%	27.5%
2010 Total Population	21,969	152,946	439,616	Never Married	41.6%	39.4%	40.9%	\$15,000 - \$24,999	2.1%	2.3%	3.0%	Professional	42.5%	37.6%	32.6%
2025 Total Population	28,777	181,839	500,704	Married	44.0%	48.1%	46.1%	\$25,000 - \$34,999	1.6%	1.9%	3.4%	Sales	4.3%	5.4%	5.7%
2025 Group Quarters	480	1,615	4,517	Widowed	3.8%	3.4%	3.6%	\$35,000 - \$49,999	4.9%	5.6%	6.3%	Administrative Support	5.6%	5.7%	7.0%
2020 Total Population	30,098	188,603	513,667	Separated or Divorced	10.5%	9.1%	9.3%	\$50,000 - \$74,999 \$50,000 - \$74,999	4.7%	10.5%	12.0%	Services	8.3%	11.3%	15.2%
2025-2030 Annual Rate	0.90%	0.73%	0.51%	Separated of Divorced	10.570	7.170	7.570	\$75,000 - \$99,999	12.7 %	10.3 %	12.0%	Blue Collar	<b>6.1</b> %	8.7%	12.0%
2025 Total Daytime Population	<b>42,145</b>	<b>183,424</b>	475,537	2025 POPULATION 25+ BY EDU	JCATIONAL ATTA	INMENT		\$100,000 - \$149,999	14.3%	18.3%	12.2 %	Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Workers	33,676	120,639	281,734	Total	22,781	134,737	358,748	\$150,000 - \$199,999	13.5%	15.4%	18.0%	Construction/Extraction	1.7%	2.8%	4.1%
Residents	8,469	62,785	193,803	Less than 9th Grade	1.6%	3.1%	4.3%	\$200,000+	27.5%	29.9%	24.0%	Installation/Maintenance/Repair	1.0%	1.2%	1.5%
Residents	0,407	02,703	173,003	9th - 12th Grade, No Diploma	1.7%	2.3%	3.4%	Average Household Income	\$169,098	\$178,203	\$154,737	Production	0.6%	0.9%	1.1%
<b>2025 POPULATION BY AGE</b>				High School Graduate	6.7%	8.4%	12.9%	Median Household Income				Transportation/Material Moving	2.7%	3.7%	5.1%
Population Age 0 - 4	4.6%	5.7%	6.0%	GED/Alternative Credential	1.1%	1.3%	1.9%		\$124,933 \$85,721	\$133,739 \$81,275	\$114,940				
Population Age 5 - 9	4.0%	5.6%	6.0%	Some College, No Degree	9.1%	8.8%	11.2%	Per Capita Income	\$03,721	۵۱,275 ¢۱,275	\$66,578	2025 CONSUMER SPENDING			
Population Age 10 - 14	3.2%	4.7%	5.4%	Associate Degree	4.5%	4.7%	5.8%	AAAF AWAIFD ACCUDIED HAUGUNG UNITS DV//ALUF			Apparel & Services: Total \$	\$55,309,818	\$323,197,383	\$736,708,801	
Population Age 15 - 24	9.0%	9.9%	11.0%	Bachelor's Degree	35.5%	34.0%	30.6%	Total	5,771	41,373	95,188	Average Spent	\$3,745.50	\$3,894.93	\$3,418.49
Population Age 25 - 34	22.7%	17.4%	17.4%	Graduate/Professional Degree	39.9%	37.3%	30.0%	<\$50,000	0.8%	0.5%	1.0%	Education: Total \$	\$41,334,293	\$244,264,384	\$544,251,786
, •	18.8%	17.4%	17.4%	-				\$50,000 - \$99,999	0.1%	0.1%	0.7%	Average Spent	\$2,799.10	\$2,943.69	\$2,525.45
Population Age 35 - 44	12.0%	13.1%	17.2%	HOUSEHOLDS SUMMARY				\$100,000 - \$149,999	0.5%	0.2%	0.4%	Entertainment/Recreation: Total \$	\$84,925,711	\$501,705,031	\$1,134,061,526
Population Age 45 - 54		13.1%	12.8%	2000 Households	9,383	64,809	176,974	\$150,000 - \$199,999	1.7%	0.8%	1.1%	Average Spent	\$5,751.05	\$6,046.17	\$5,262.30
Population Age 55 - 64	10.5%			2000 Average Household Size	1.94	2.11	2.30	\$200,000 - \$249,999	0.9%	1.0%	2.3%	Food at Home: Total \$	\$159,108,920	\$933,295,034	\$2,143,251,377
Population Age 65 - 74	8.2%	8.1%	7.9%	2010 Households	11,206	72,116	192,634	\$250,000 - \$299,999	2.1%	2.4%	3.5%	Average Spent	\$10,774.63	\$11,247.36	\$9,945.16
Population Age 75 - 84	5.4%	4.6%	4.3%	2010 Average Household Size	1.90	2.10	2.26	\$300,000 - \$399,999	5.5%	6.2%	9.5%	Food Away from Home: Total \$	\$93,744,031	\$551,991,879	\$1,246,277,298
Population Age 85 +	1.6%	1.2%	1.3%	2025 Households	14,767	82,979	215,507	\$400,000 - \$499,999	7.1%	9.1%	11.1%	Average Spent	\$6,348.21	\$6,652.19	\$5,783.00
Population Age 18 +	86.3%	81.4%	79.7%	2025 Average Household Size	1.92	2.17	2.30	\$500,000 - \$749,999	25.8%	24.9%	26.3%	Health Care: Total \$	\$145,428,494	\$856,822,800	\$1,966,148,315
Median Age	38.1	38.5	37.4	2030 Households	15,335	85,187	220,436	\$750,000 - \$999,999	27.6%	26.2%	22.8%	Average Spent	\$9,848.21	\$10,325.78	\$9,123.36
2025 POPULATION BY SEX				2030 Average Household Size	1.93	2.20	2.31	\$1,000,000 +	19.4%	19.6%	15.0%	HH Furnishings & Equipment: Total		\$354,678,905	
Male Population	14,292	88,266	244 470	2025-2030 Annual Rate	0.76%%	0.53%	0.45%	Average Home Value	\$877,882	\$878,401	\$776,155	\$	+		+
		93,573	244,470	2010 Families	4,803	34,859	99,493	2025 EMPLOYED POPULATION		DV		Average Spent	\$4,065.08	\$4,274.32	\$3,735.90
Female Population	14,485	93,373	256,234	2010 Average Family Size	2.68	2.89	3.04	Total	19,546	116,705	302,801	Personal Care Products & Services:	\$23,315,166	\$136,295,778	\$309,445,736
<b>2025 POPULATION BY RACE/ETH</b>	NICITY			2025 Families	6,360	41,029	111,268	Agriculture/Mining	0.1%	0.2%		Total \$			
White Alone	60.7%	56.5%	40.9%	2025 Average Family Size	2.79	3.06	3.18	Construction	3.2%	4.8%	0.1%	Average Spent	\$1,578.87	\$1,642.53	\$1,435.90
Black Alone	13.0%	14.9%	25.5%	2030 Families	6,530	41,820	112,773		2.4%	2.9%	6.1%	Shelter: Total \$		\$3,564,080,379	\$8,070,628,890
American Indian Alone	0.4%	0.6%	0.8%	2030 Average Family Size	2.82	3.10	3.21	Manufacturing	1.2%	0.8%	2.3%	Average Spent	\$40,858.90	\$42,951.59	\$37,449.50
Asian Alone	8.4%	6.9%	9.5%	2025-2030 Annual Rate	0.53%	0.38%	0.27%	Wholesale Trade			0.7%	Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$59,229,986	\$352,568,513	\$803,326,542
Pacific Islander Alone	0.4%	0.1%	9.5%	HOUSING UNIT SUMMARY				Retail Trade	3.8%	4.5%	6.0%		¢1 010 07	¢1 040 00	¢0 707 / 1
Some Other Race Alone	5.9%	9.5%	11.9%		16 250	00 070	222 524	Transportation/Utilities	3.6%	3.6%	4.7%	Average Spent	\$4,010.97	\$4,248.89	\$3,727.61
Two or More Races	11.4%	9.5%	11.9%	2025 Housing Units	<b>16,358</b>	<b>89,878</b>	232,526	Information	1.3%	2.0%	2.1%	Travel: Total \$		\$461,571,022	
				Owner Occupied Housing Units	35.3%	46.1%	41.0%	Finance/Insurance/Real Estate	6.0%	5.9%	5.5%	Average Spent	\$5,241.47	\$5,532.50	\$4,763.84
Hispanic Origin	14.4%	18.4%	21.2%	Renter Occupied Housing Units	55.0%	46.3%	51.7%		54.6%	56.9%	56.1%	Vehicle Maintenance & Repairs: Total \$		\$160,440,014	
Diversity Index	69.2%	74.3%	82.1%	Vacant Housing Units	9.7%	7.7%	1.3%	Public Administration	23.7%	18.4%	16.4%	Average Spent	\$1,845.45	\$1,933.50	\$1,715.35



### PSYCHOGRAPHIC PROFILE



26% of Households

#### LAPTOPS AND LATTES: WHO ARE WE?

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living-and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connectedtechnologically savvy consumers. They are active and health conscious, and care about the environment.

### LAPTOPS AND LATTES: OUR NEIGHBORHOOD

- 30-something single householders (Index 174), with a number of shared households (Index 246); low average household size of 1.87.
- City dwellers, primarily in apartment buildings: with 2-4 units (Index 186), 5-19 units (Index 218), or 20+ units (Index 533).
- Older housing, 2 out of 3 homes built before 1970; 40% built before 1940 (Index 311).
- Most households renter occupied, with average rent close to \$1,970 monthly (Index 189).
- Many owner-occupied homes valued at \$500,000+ (Index 533).
- Majority of households own no vehicle at 36% (Index 390) or 1 vehicle (41%).

**METRO RENTERS** 9% of Households

#### METRO RENTERS: WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

### METRO RENTERS: OUR **NEIGHBORHOOD**

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offi ces and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.





### ENTERPRISING PROFESSIONALS: WHO ARE WE?

These residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathmematics) occupations. The change jobs often and theregore choose to live in condos, townhomes, or apartments; many still rent their homes. The market is fasst-growing, located in lower-density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, the enjoy the internet and TV on high-speed connections with premier channels and services

#### ENTERPRISING PROFESSIONALS: OUR NEIGHBORHOOD

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Almost half of the households are married couples, and 29% are single-person households. Housing is a mixture of suburban singlefamily homes, row homes, and larger multiunit

Close to three guarters of the homes were built after 1980; 25% are newer, built after 2000. Renters make up nearly half of all households. Median household income one and a half times





. While we do not doubt its accuracy, we have not verified it and make no guarantee, m sources believed to be relia curacy and completeness is your responsibility, H&R Retail, Inc

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# **RETAIL** AVAILABILITY

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